Putnoe Primary School

School Social Media Accounts Policy

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Statement of intent

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The internet provides a range of social media tools that create a vast amount of opportunities, including allowing educational organisations to develop communication systems and to interact with the public.

While recognising the benefits of these new technologies, we are aware of the problems that can be incurred when using social media.

This policy sets out the principles that pupils, staff and contractors are expected to follow when using social media on behalf of the school.

This policy has been created with the aim to ensure:

- Social media is used responsibly.
- Relevant legislation is complied with.
- Confidentiality and data protection of pupils and staff.
- Staff and pupils are aware of the correct way to use social media.
- The reputation of the school is not affected by the use of social media.
- Parents and the public have confidence in school decisions and services.
- Staff members' personal and professional lives are kept separate.

1. Legal framework

1.1. This policy will have due regard to legislation, including, but not limited to, the following:

- The Data Protection Act 1998
- The Safeguarding Vulnerable Groups Act 2006
- The Freedom of Information Act 2000
- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006

1.2. This policy also has due regard to statutory and non-statutory guidance, including, but not limited to, the following:

- HM Government (2015) 'Information sharing'

1.3. Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- The Protection of Children Act 1978
- The Defamation Act 2013
- The Protection from Harassment Act 1997
- The Malicious Communications Act 1988
- The Communications Act 2003
- The Copyright, Designs and Patents Act 1988
- The Human Rights Act 1998

2. Related policies

2.1. This policy should be read in conjunction with the following school policies:

- Acceptable Use Policy
- E-Safety Policy
- E-Security Policy
- Anti-Bullying Policy
- Child Protection and Safeguarding Policy
- Data Protection Policy
- Social Media Policy
- Disciplinary Policy and Procedure

3. Roles and responsibilities

3.1. Staff will not engage in activities involving social media which might bring the school into disrepute.

3.2. Staff will not represent their personal views as those of the school on any social medium.

3.3. Staff members' personal information, or pupils' personal information, will not be discussed on social media.

3.4. Authors will be accurate, fair and transparent when creating or altering online sources of information.

3.5. Social media will not be used as a platform to attack, insult, abuse or defame pupils, their family members, colleagues or other professionals.

3.6. All content expressed on school social media accounts will not breach copyright, data protection or freedom of information legislation.

3.7. Staff members will act in the best interests of children and young people when creating, participating in or contributing to social media sites.

3.8. All school social media profiles and accounts will be regularly monitored and reviewed by the Computing/ICT Subject Leader.

3.9. Staff members participating in social media are expected to demonstrate the same high standards of behaviour as expected within the school.

3.10. Staff members can only use official school sites for communicating with pupils, parents, or to enable pupils or parents to communicate.

3.11. The school social media accounts will comply with site rules at all times, particularly with regards to the minimum age limit for use of the site.

3.12. It will be noted that each networking site has their own rules which must be followed.

4. Creating accounts on behalf of the school

4.1. The school social media sites will only be created and monitored by the Computing/ICT Subject Leader and other designated staff members.

4.2. There will be a strong pedagogical or business reason for the creation of social media accounts on behalf of the school.

4.3. Official school profiles and accounts will not be created for trivial reasons.

4.4. All school social media accounts will be approved by the Computing/ICT Subject Leader via the Social Media Site Creation Approval Form, before being created.

4.5. The Computing/ICT Subject Leader will be consulted about the purpose of the proposed site and its content.

4.6. A school social media account will be entirely separate from any personal social media accounts held by staff members, and ideally will be linked to an official school email account.

4.7. Consideration will be given to the following aspects:

- The purpose for using social media
- Whether the overall investment will achieve the pedagogical aim
- The level of interactive engagement with the site
- Whether pupils, staff, parents or members of the public will be able to contribute content to the account
- How much time and effort are staff members willing to commit to the proposed site
- A clear plan outlining aspects such as how long the site will last
- How the success of the site will be evaluated.

4.8. Approval for participating, on behalf of the school, on sites created by third parties will be obtained from the head teacher via the Computing/ICT Subject Leader.

5. Content published on behalf of the school

5.1. All content and information provided on social media accounts will be worthwhile and accurate.

5.2. Staff will only post information on school social media accounts where it is deemed beneficial and necessary.

5.3. Staff members will not disclose information, make commitments or engage in activities on behalf of the school without authorisation.

5.4. All staff will be made aware of the relevant child protection, privacy, data protection, libel, defamation, harassment and copyright law that may apply to the content.

5.5. Staff members will respect their audience and be sensitive in the tone of language used when discussing topics that others may find controversial or objectionable.

5.6. Consideration will be given to the type of language that is used in order to ensure it is appropriate for the audience, e.g. swearing and innuendos are highly inappropriate on school sites.

5.7. Personal opinions will not be expressed on any school media accounts.

5.8. A document stating the terms of use will be created by the Computing/ICT Subject Leader, which all content will comply with.

5.9. School account profiles will always include the school logo or brand to ensure transparency and confidence in the site.

5.10. The school logo will, where possible, link back to the relevant page on the school website.

5.11. Any content that is contributed to staff members' own or third-party hosted sites will be discussed with, and approved by, the Computing/ICT Subject Leader.

5.12. The will take overall responsibility to ensure that enough resources are provided to keep the content of the site up-to-date and relevant.

5.13. Images and videos of pupils will not be published without written consent from a parent/guardian.

5.14. Content will not identify any child by their full name or allow any identifying information to be published without the written consent of a parent/guardian.

5.15. Consideration will be given to the level of engagement of contributors.

- Measures will be in place to monitor content uploaded by users.
- Permission will be sought from the relevant people before citing or referencing their work.

6. Parental interaction with school social media

6.1. Parents are asked not to share photos or videos that have been taken in school on social media; this reminder is given before performances and sporting occasions that they have been invited to, such as the Nativity and Sports Day

6.2. Parents are able to comment on or respond to information shared via social media sites; however, parents must do so in a way which does not damage the reputation of the school.

6.3. Parents will not share any photos or personal details of pupils when commenting on the school social media sites.

6.4. Parents will not post comments concerning other pupils or staff members on the school social media sites.

6.5. Any parents that are seen to be breaching the guidance in this policy will be required to attend a meeting with the head teacher, and may have their ability to interact with the social media websites removed.

7. Monitoring and moderation

7.1. All content is moderated and reviewed, using the terms of use as guidance.

7.2. Moderation of social media content is the responsibility of the individual or team that initiated the account.

7.3. At least two members of staff will be appointed as administrators, whose role it is to review and moderate the content.

7.4. In case of absence or turnover, other members of staff will be adequately trained and prepared to maintain and moderate the social media accounts.

7.5. Sites created for, and contributed to, by pupils will have the strongest privacy settings to prevent breaches of confidentiality.

7.6. Pupils and other young participants on school social media accounts will not be able to be identified.

7.7. Staff members contributing to school accounts will identify who they are.

7.8. Members of staff will disclose their positions within the school on social media accounts and profiles. They will never give out their personal information, such as home contact details or email addresses, on these sites.

7.9. Inappropriate comments or abuse about the school are to be immediately removed, and reported to the Computing/ICT Subject Leader. Such comments will never be posted on behalf of the school.

7.10. In the case of illegal content or behaviour, the Computing/ICT Subject Leader will immediately inform the appropriate authorities, such as the police and the Child Exploitation and Online Protection Centre.

7.11. Any media enquiries will be forwarded to the Computing/ICT Subject Leader immediately.

7.12. Staff members will not communicate with the media without the advice or approval of the Computing/ICT Subject Leader.

7.13. Care will be taken to ensure that any links to external sites from the account are appropriate and safe.

7.14. Any proposal to use social media to advertise the school, or a third party, will be approved by the Computing/ICT Subject Leader.

7.15. Approval will be obtained from the school's Computing/ICT Subject Leader to mention an external organisation in content or make them a 'friend' or 'follower'.

7.16. Individuals wishing to be 'friends' on the school's social media platforms will be vetted and approved by the Computing/ICT Subject Leader before being accepted. Their activity will be reviewed regularly and checked against the terms of use.

8. Breaches of the policy

8.1. Any breach of this policy may lead to disciplinary action being taken against the staff member(s) involved, in line with the school's Disciplinary Policy and Procedure.

8.2. Breaches of confidentiality, defamation or damage to the reputation of the school may result in disciplinary action or dismissal.

8.3. The school will inform the LA immediately of any breaches of the policy, so that appropriate action can be taken.

8.4. Any action that is taken against breaches of this policy will be according to the relevant disciplinary procedures.

9.   Monitoring and review

9.1.   This policy will be reviewed on an annual basis by the Computing/ICT Subject Leader in conjunction with the head teacher; any changes made to the policy will be communicated to all members of staff and parents, where necessary.

9.2.   All members of staff are required to familiarise themselves with this policy as part of their induction programmes.

Social Media Site Creation Approval Form

Use of social media on behalf of the school must be approved by the head teacher prior to setting up sites.

Please complete this form and return it to the Computing/ICT Subject Leader.

TEAM DETAILS	
Department:	
Moderator of site:	

PURPOSE OF USING SOCIAL MEDIA SITE **(Please describe why you want to set up this site and the content of the site)**	
What are your aims and what do you hope to achieve by setting up this site?	
What is the proposed content of the site?	

PROPOSED AUDIENCE OF THE SITE

Please tick all that apply.

☐ Pupils of the school:

- Ages: 5 - 11

☐ School staff

☐ Pupils' family members

☐ External organisations

Last updated May 2018

☐ Pupils from other schools

- Schools involved: currently N/A

☐ Members of the public

☐ Others (please provide details)

PROPOSED CONTRIBUTORS TO THE SITE

Please tick all that apply.

☐ Pupils of Putnoe Primary School

- Ages: 5 - 11

☐ School staff members

☐ Pupils' family members

☐ Pupils from other schools

☐ External organisations

☐ Members of the public

☐ Others (please provide details)

ADMINSTRATION OF THE SITE

Names of administrators (the site must have at least two approved administrators):	
Names of moderators (the site must have at least two approved moderators):	
Who will vet external contributors? (Please state name and job role)	
Who will host the site?	
Proposed date of going live:	
Proposed date for site closure:	
How do you propose to advertise for contributors?	

If contributors include children, how do you propose to inform and obtain the consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' etc. of the site?	

APPROVAL

(Approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the head teacher).

Computing/ICT Subject Leader **I approve the aims and content of the proposed site and the use of the school brand and logo.**	Name:	
	Signature:	
	Date:	
Head teacher **I approve the aims and content of the proposed site and the use of the school brand and logo.**	Name:	
	Signature:	
	Date:	